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FACSIMILE TRANSMITTAL LETTER

Date: MAY 3, 2005 Time: _____ AM/PM
TO: PATRICIA LEWIS OF THE USPTO
FROM: Annemarie @ TJP, ESQ, P.C.
RE: 09/695,744
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re original application of:

MAY 03 2005

Applicant : Thomas J. Perkowski
 Serial No. : 09/695,744
 Filing Date : October 24, 2000
 Title of Invention : INTEGRATED METHOD OF AND SYSTEM FOR
 ENABLING MANUFACTURERS, ADVERTISERS,
 RETAILERS, AND PROMOTERS TO MANAGE AND
 DELIVER CONSUMER PRODUCT RELATED INFORMATION,
 ADVERTISEMENTS AND PROMOTIONS TO CONSUMERS
 IN PHYSICAL AND ELECTRONIC SHOPPING
 ENVIRONMENTS
 Examiner : not yet assigned
 Group Art Unit : 2900
 Attorney Docket : 100-046USA000

Honorable Commissioner of Patents
 and Trademarks
 Washington, DC 20231

PRELIMINARY AMENDMENT

SIR:

Prior to examination of the present Application, please enter the following
 Amendments into the same:

AMENDMENT OF THE CLAIMS TO INVENTION:

Please cancel Claims 1-350 without prejudice or disclaimer and add Claims 351-395 as
 follows:

--351. An Internet-based consumer product marketing, merchandising and
 education/information system which enables manufacturers, their agents, retailers and their
 agents, and consumers to carryout product-related functions along the demand side of the
 retail chain, comprising:

a central UPN/TM/PD/URL RDBMS for storing a central database of
 UPN/TM/PD/URL links;

a first subsystem for enabling a manufacturer's marketing, brand and/or product
 managers to create and manage a local database of UPN/TM/PD/URL links related to the
 consumer products of the manufacturer being offered for sale in both physical and/or
 electronic marketplaces, and periodically transport said local database of UPN/TM/PD/URL
 links to said central UPN/TM/PD/URL RDBMS by electronic data interchange techniques,
 said local database of UPN/TM/PD/URL links being managed with a local UPN/TM/PD/URL
 RDBMS, and selected by the manufacturer's marketing, brand and/or product managers so as
 to create a desired brand image for each said consumer product of the manufacturer;

a second subsystem for enabling consumers to access one or more UPN/TM/PD/URL
 links in said central UPN/TM/PD/URL RDBMS, to request and obtain information about a